Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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Wild Fall Wool Shirts are ripe

in the Valley of the Moon

Nope, we haven't the largest paid circulation in the world, but it's an interesting list. There's an actor in Beverly Hills, a publisher in Granada Hills, a school superintendent in Ohio, others in Michigan and Ohio, and of course quite a few localites who like their Moonbeams by mail rather than pick them up at the local business establishments. Maybe you would, too. Costs a dollar. But you're sure of getting it.

Visit LONDONSIDE, just outside Glen Ellen. It's unique, sure to be rembered. Wonderful drinkables. SYLVIA DE CHENE, Prop.

As a good republican, naturally we're concerned in many ways about President Ike's physical condition. He's got exactly what we had about six years ago, and we more or less know what's he's going through. You get about as good as ever again, and the good doctors tell you you can do 'most everything afterward, but for gosh sakes "take it easy." Which we are doing at present, have and will. And it's a heluva a good alibi for getting out of such things as mowing lawns, fixing trellises and such stuff.

LEW'S GOOD FOODS & FOUNTAIN, Hiway 12, Boyes. Lunches, Snacks, Dinners, Sandwiches, Malteds. Worth dropping in!

But we're pretty sure the president, if he's using his noodle, will say "no" to any thought of running for reelection. So who we going to run? The list is rather long, and rather mediocre, same as the democrats. We think our best bets aren't among those most often mentioned. Warren would be the best, if he can be persuaded. Other mighty good ones are Secretary of the Treasury Humphrey, and John Cabot Lodge, our representative to the United Nations.

ALLEN'S MOTEL, Boyes. Dollie and Tom. Deluxe accommodations. Air conditioned. Cafe bar. Dining room.

But did we get away with is? Huh-uh. Principal of the high school, a Miss Steele, a demon on discipline, proceeded to keep the lot of us in after school hours for the rest of that week, the last of the school year.

MOVING? Finest service—local or long distance, right here in the Valley. CLOUSE'S DELIVERY SERVICE. Phone 2467.

It's world series time. In our prowls around the environs of the little city in which we live, we find that maybe all patrons of one tavern are Dodger fans while in another they're all for the Yanks. Which all adds up to the fact that it takes all kinds of people to make a world.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

FIELD'S UNION SERVICE, Main Corner, Boyes.
Super service, wonderful gas and oil, mechanic on duty.

Y'know we could use some contributions from interested readers. So far we haven't exactly run out of ideas, but sometimes the barrel gets kinda empty, and a little assistance would help, quite frequently. Take this issue as an example: Right now we're about at the end, and the rest of it is going to be filled by stuff we run across and swipe. Maybe it's better than our regular stuff. You can help by telling us.

Maybe you like something very special in drinkables. We'll fix it up for you—best you ever had. ..DENNY'S C O G CLUB.

A husband who tiptoes into the house holding his shoes is apt to have cold feet. VALLEY WATCH REPAIR, Boyes Springs.

LIFE BEGINS TO END AT 50

When you teeth fall out and your cheeks cave in
And your beard grows white on your trembling chin;
When your hair falls out from your aging head
And grows like weeds in your ears instead;
When your hat-band shrinks and your feet swell up
And your paunch inflates like a poisoned pup;
When your skin gets tight and your muscles loose
And you start to pant at the least excuse;
When you can't hear close and you can't see far
I think I know how you feel, by gar.
For it's then you think with a sudden start,
"I guess I'm beginning to fall apart."

FIRESIDE LODGE, just west of Sonoma, Hiway 12. Our Specialty: Barbecued steaks, chops, chicken. Cocktail bar. Worth a visit.

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So now they're talking about some more school construction. what with all the increased enrollment most schools are enjoying. Valley of the Moon schools are still in pretty fair shape as regards room, but it won't have that distinction for long.

Personally we'll not go for any new construction, however, until they use the school plants they now have to their fullest capacity. What business institution would build a huge building, then use it only nine months a year?

It would take some planning, of course. But those school buildings should be used. If used throughout the year, 25 per cent more pupils could be accommodated. More teachers would be needed, but not buildings.

Today's youngsters don't have to stay home and work on the farms all summer as they once did. The summer heat is made bearable by air conditioning. There seems no reason for closing the schools for 13 weeks every summer except custom—"they've always done it that way."

INTERNATIONAL TRUCKS. See BUCHANAN & POLIDORI. On the Hiway, Boyes Hot Springs. Richfield Products. Car Care. PAUL'S OLD RANCHERO, Verano. Right at Home you find the entertainment, good food and drink everybody's looking for.

Got a birthday coming up—October 8. Not too long ago we always had an open house on that date, but this year we've got to be out of town, celebrating with another guy whose birthday is October 7. Sorry, but we just can't have an open house this year. Let's postpone it till New Year's day. You could, though, send us a birthday card.

LARSON'S LIQUOR & SPORTING GOODS
Headquarters for fine Liquors, Wines—Domestic and Imported
LEE STARRETT & BETTY CONEY—Boyes Bath House. Masseur for reducing and good health. Slendo-Trim Reducing Salon.

FAIR TRADE

Westinghouse Electric's decision to discontinue price fixing all its electric housewares is probably the first major recognition of the unworkability of "fair trade." In announcing the decision, which will permit merchants to sell at any price they choose, Westinghouse noted that fair trade has already collapsed. The company said it still believes in the principle of price fixing but has found it impossible under "present conditions."

Present conditions, we suppose, include a highly competitive market, growing consumer resistance to artificially inflated prices, a number of state court decisions declaring fair trade unconstitutional, and the increasing awareness of merchants that, after all the shortage years, price flexibility is once again the life force of retailing.

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Although Westinghouse admitted that its list prices have been violated freely in the past few months, the company also admitted that sales are up 15 per cent.

Though Westinghouse didn't say so, the sales increase, at least partially due to price cutting, must have had some effect on the decision to abandon their trade altogether. In announcing its decision, the company said it realized some distributors will cancel the whole Westinghouse line, but added the conviction that quality merchandise and competitive prices will win out. And they will, as other big manufacturers will soon agree.

General Electric said in reaction to the Westinghouse announcement that it would continue to enforce fair trade prices. GE has already filed 1265 legal actions against alleged violators of its list prices.) But this is only a delaying action, putting off the inevitable. In times of peace and prosperity there can be no rational defense for price fixing, nor will it work in practice after the public gets wise.—Montgomery (Ala.) Advertiser.

You'll like MELINA & HARVEY'S OUR RESORT in El Verano. Everything in drinkables, including draft beer. Friendly folks! For Breakfast and Lunch, try the famous SONOMA GOLF & COUNTRY CLUB. Mighty good food and drinks, always.

There was a time when a fool and his money were soon parted. Now it happens to everybody.

MISSION INN, Boyes Hot Springs, for superb meals, cocktails, luxurious rooms, splendid service. Cocktail bar open.

MIKE & ROSE'S BOYES MARKET sells the finest of meats, with late-week specials at low prices. Try us this week. Dress shop, too.

"My friends think it's queer that I'm so fond of pancakes," she told the psychiatrist, "so they sent me to you."

"Why, that's not odd at all," replied the doctor. "I'm quite fond of them myself."

Brightening, she said: "Oh, you are? Well, you must come over some day soon. I've got five trunks full."

ROY'S UPHOLSTERY SHOP, Boyes. Excellent workmanship and prices right. Car upholstery, too. Estimates gladly furnished. Everybody's eating more, with the crisp autumn weather. We'll serve you well, always. BOYES SPRINGS FOOD CENTER.

TO EACH HIS OWN

The following story came out of San Francisco. A canvasser for a group advocating the limiting of families to five children was expounding her views to a local housewife. The latter listened patiently and then sighed. "If I had followed your advice I'd not only missed some of the proudest moments of my life, I wouldn't even have this beautiful house." The house happened to be a gift from her sixth,

seventh and ninth children, namely, Vince, Joe and Dom DiMaggio.

RUSTIC INN at Glen Ellen should be on your "must" list—for your guests and yourselves. GUNNER & RUTH. Worth while.

Save time and money by bringing your laundry regularly to the B & L LAUNDROMAT, Fetters Springs. Splendidly equipped.

WHAT THEY THINK

What they think when little Oswald starts to school for the first time:

His Father: "I hope he makes a fullback."

His Mother: "Just think! My little darling is almost grown up."

His Older Sister: "That means I've got to walk to school with him and can't go with the kids."

His Teacher: "I hope he's smarter than he looks."

His Neighbor: "What a relief! Now we can have peace for a few hours a day."

His Dog: "Yo-o-o-o-o-w-l-l-l !"

VALLEY DRUG STORE, Boyes. Accurate prescription work. Fresh and varied stocks. Cosmetics, Cards, Periodicals, Gifts.

EL DORADO HOTEL, Sonoma, will serve you and your guests the finest meal you ever ate. Italian dishes a specialty.

FASCINATING FACTS

What Americans call a "Dutch treat" is not a Dutch custom, and in Holland is often called an "American treat."

A present day jet fighter has enough power to pull a 360-car freight train.

Nine out of ten school "blackboards" sold today are a green color that is easier on the eyes than the old-fashioned kind.

For the very finest in beauty treatment, hair styling, you'll never find a better place than POWDER BOX BEAUTY SHOP, Boyes.

OUR STEAKS are outstanding. Our chef the best. Make us prove it. MENDEL'S CAFE, Boyes Plaza. Cocktails too.

In the championship match of the marble tournament, one little boy missed an easy shot and let slip with a real cuss word.

"George!" called the preacher from the sidelines. "What do little boys who swear when they are playing marbles turn into?"

"Golfers," came the prompt reply.

GOOD CORNED BEEF is loved by 'most everybody. We serve it for dinners every Saturday. DONOVAN'S IRISH INN.

School Supplies. Household supplies. Men's and women's apparel. We've got Everything. BOYES VARIETY STORE.

After four years on a polar expedition the group returned home where they were immediately rushed to a press conference. The questioning went on until finally an unusually attractive feminine reporter asked, "During the four years you were out there in the cold, snowy,

lonely wilderness, what did you really miss most?" The leader of the expedition slowly looked her up and down, then said in a very deliberate voice, "'Temptation, young lady, temptation."

NOW! Let BUD'S GARAGE repair your car—any make. Finest workmanship . Calle del Monte, opp. Food Center.

YOU WANT A SYLVANIA TV set absolutely free? Visit SONOMA FURNITURE MART, 568 Broadway. Blanks ready for you.

Patient: "Doctor, I don't drink and I don't chase around with women. Will I live to be 100 years old?" Doctor: "No, probably not, but it'll seem like it."

PLAZA BARBER SHOP, Boyes. Make "Bud" Thompson your regular barber. Satisfaction guaranteed. Next to Mendel's.

BETTY'S CUT and CURL, Plaza Bldg., Boyes Springs. Expert Coloring, Permanent Waving, Hair Styling, Shaping.

Little Jimmy: "Mom, father wouldn't murder anyone, would he?"

Mother: "Why, of course not. What made you ask?"

Little Jimmy: "Well, I heard him down in the basement last night saying, 'Let's kill the other two, Joe.'"

RUN TOWARD THE POUND

It happened in Denver, in the days when the plains extended from the Kansas state line right up to the city limits . A herd of cattle had wandered in from the plains and were damaging lawns and gardens, and two city herders were sent to drive them into the pound.

In the herd was a very vicious cow, who at frequent intervals charged the herders. They did not want to shoot her, and she would have gored a horse to death in a moment if the herder had not used his spurs and outraced her. Each time the cow charged, he would take off across the plains toward Kansas City, and escape her. And each race found the herders farther and farther from the corral. Exasperated at his comrade's conduct of the campaign, the other herder yelled:

"If you've got to run, for pete's sake run toward the corral!"

It was good advice. Instead of using his retreat to draw the vicious brute closer to the pound, he had been letting her chase him farther out to the plains.

It's good advice for everyone. Inevitably we all have to retreat now and then, back down from some of our plans, and approach the problem from a different angle. It is too bad if we allow opposition to chase us farther and farther from our objective. The running is just as good in one direction as the other. If we have to run, let's run toward the pound, so that after each encounter we will be that much closer to our goal.